



JOHNS HOPKINS  
MEDICINE

CONTINUING MEDICAL EDUCATION

*Department of  
Art as Applied to Medicine  
Centennial Celebration*

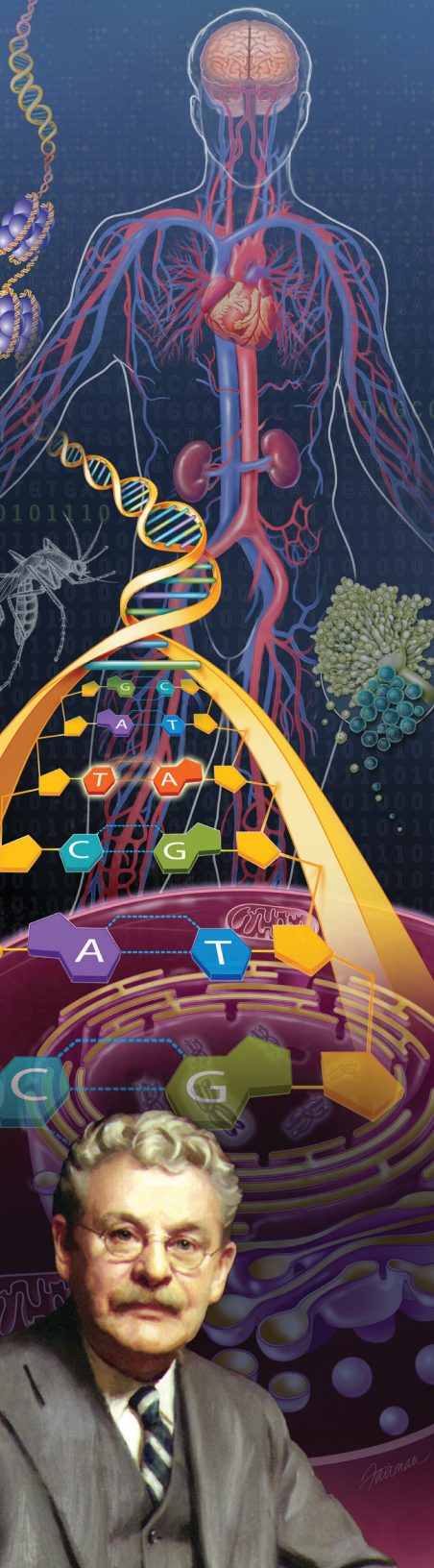
*Wednesday, July 20, 2011*

*Thomas B. Turner Building  
Johns Hopkins University  
School of Medicine  
Baltimore, Maryland*

*This activity has been approved  
for AMA PRA Category 1 Credits™.*

*Celebrating 100 Years*  
1911 2011

TEACHING EXCELLENCE *in* MEDICAL ILLUSTRATION



# Celebrating 100<sup>1911</sup><sub>2011</sub> Years

## TEACHING EXCELLENCE *in* MEDICAL ILLUSTRATION

DEPARTMENT OF

ART as applied  
to medicine

### DESCRIPTION

The Department of Art as Applied to Medicine was endowed in 1911 and has been teaching medical and scientific illustration continuously ever since. Graduates of the Department of Art as Applied to Medicine continue the Hopkins "tradition of excellence" into the 21st century.

This year, 2011, will mark the department's 100-year anniversary. To celebrate this momentous occasion the department will host a one-day educational conference comprised of alumni speakers who will present on a wide range of topics dealing with many aspects of medical and scientific communication.

Art as Applied to Medicine's comprehensive and rigorous curriculum has provided its graduates with a solid foundation not only to become active and successful professional illustrators, but also to pursue diverse and unique paths within the field. Indeed, many Art as Applied to Medicine alumni have become pioneers and leaders in the profession.

Conference speakers will present topics ranging from professional education, publishing, courtroom exhibits, business, molecular imaging, medical simulation, three-dimensional modeling, and computer animation.

### WHO SHOULD ATTEND

This conference is intended for medical and scientific illustrators, physicians, research scientists, and those from other disciplines who are involved with the visual dissemination of medical and scientific data.

### OBJECTIVES

After attending this activity, the participants will demonstrate the ability to:

- Recognize new and time-tested approaches to surgical illustration for print and new media
- Recognize the newest software applications and techniques for visualizing and communicating molecular structure and function

### OBJECTIVES (continued)

- Explain the roles 2D and 3D animation have played in enhancing the education of health care professionals and expanding the field of medical and scientific communication
- Recognize ways in which the Internet and other new-media have affected medical and scientific education
- Describe the techniques behind effective storytelling in pharmaceutical advertising and the design of instructional programs at all levels of medical education
- Recognize the important role effective medical and scientific communication has played in the advancement of science and medicine over the past century

### ACCREDITATION STATEMENT

The Johns Hopkins University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

### CREDIT DESIGNATION STATEMENT

**The Johns Hopkins University School of Medicine** designates this educational activity for a maximum of 1.5 *AMA PRA Category 1 Credits*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**The Association of Medical Illustrators** has approved the following Continuing Education Unit (CEU) values:

Totals: .85 Biomedical; .3 Business; .175 Art

Early Morning: .075 Business; .10 Art

Late Morning: .175 Business

Early Afternoon: .075 Biomedical; .05 Business

Late Afternoon: .075 Art

Evening: .10 Biomedical

### POLICY ON SPEAKER AND PROVIDER DISCLOSURE

It is the policy of the Johns Hopkins University School of Medicine that the speaker and provider disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). The Johns Hopkins University School of Medicine OCME has established policies in place that will identify and resolve all conflicts of interest prior to this educational activity. Detailed disclosure will be made in the activity handout materials.

## General Information

### REGISTRATION

Wednesday, July 20, 2011, 8:00 – 8:30 a.m.

### LOCATION

Thomas B. Turner Building  
Johns Hopkins University School of Medicine  
720 Rutland Avenue  
Baltimore, Maryland 21205

The Turner Building is located on Rutland Avenue at Monument Street. Directions and campus parking information are available on our website under the contact and travel section at [www.HopkinsCME.edu](http://www.HopkinsCME.edu). Handicapped parking is available in the nearby Rutland Garage. **Johns Hopkins is smoke-free.**

### FEES

#### Registration Fees:

Meeting .....	\$100
Dinner Only .....	\$85
Combination (Meeting and Dinner) .....	\$175

### REGISTRATION CUT-OFF DATE – July 14, 2011

**Methods of Payment:** Payment by check or credit card must accompany registration form prior to the activity. On-site payments by credit card only. Foreign payments must be by credit card or with a U.S. Dollar World Money Order. The registration fee includes instructional materials, continental breakfast, refreshment breaks and lunch.

You will receive a confirmation by e-mail if you have provided your e-mail address. Otherwise, confirmation will be sent by mail. If you have not received it by July 14, 2011, call (410) 502-9634 to confirm that you are registered. Certificates of attendance will be processed by September 3, 2011.

The Johns Hopkins University reserves the right to cancel or postpone any activity due to unforeseen circumstances. In this event, the University will refund the registration fee but is not responsible for travel expenses. Additionally, we reserve the right to change the venue to a comparable venue. Under such circumstances registrants will be notified as soon as possible.

### LATE FEE AND REFUND POLICY

A \$50 late fee applies to registrations received after 5:00 p.m. EST on July 14, 2011. A handling fee of \$50 will be deducted for cancellation. Refund requests must be received by fax or mail by July 14, 2011. No refunds will be made thereafter. Transfer of registration to another Johns Hopkins conference in lieu of cancellation is not possible.

### HOTEL AND TRAVEL INFORMATION

Tremont Plaza Hotel (800) 873-6668  
222 Saint Paul Place (410) 727-2222  
Baltimore, Maryland 21202-2087 FAX: (410) 685-4216  
Web Site: [www.tremontplazahotel.com](http://www.tremontplazahotel.com)

**Hotel Reservation Cut-Off Date: June 26, 2011**

### HOTEL AND TRAVEL INFORMATION (continued)

A limited block of sleeping rooms has been reserved for your convenience and will be available on a first-come, first-served basis. The Tremont Plaza is an all-suite hotel located just a short walk from Baltimore's Inner Harbor. Each unit has a complete kitchen and separate sleeping quarters. Make your reservation online with group reservation code **art100** at [www.tremontplazahotel.com](http://www.tremontplazahotel.com) or call the hotel directly and specify that you are attending the **JHMI Centennial** to receive the special group rate of \$155, single or double, plus tax. Both valet and self-parking are available on-site at an additional charge. Check-in time is 4:00 p.m. Check-out time is 12:00 p.m.

Complimentary transportation will be provided to and from the activity and the dinner.

Call United Airlines at (800) 521-4041 for discounted rates and refer to Meeting ID Number 549TJ. Mileage Plus® miles are available.

### SOCIAL EVENT

A dinner for conference registrants, guests and faculty will be held on the concourse of the Thomas B. Turner Building on the evening of July 20 from 6:15 to 10:00 p.m. at a cost of \$85 per person. Please indicate your attendance on the Registration Form.

### ACTIVITY EVALUATION

An activity evaluation form will be available to attendees to evaluate each session and each speaker's presentation, as well as to identify future educational needs.

### OUTCOMES SURVEY

An outcomes survey will be sent to all physician attendees within three months post activity to assist us in determining what impact this activity had on the attendee's practice.

### EMERGENCY CALLS

On the day of this activity only, July 20, 2011, direct emergency calls to the registration desk, (410) 955-3673. Messages will be posted for participants.

### AMERICANS WITH DISABILITIES ACT

The Johns Hopkins University School of Medicine fully complies with the legal requirements of the ADA and the rules and regulations thereof. *Please notify us if you have any special needs.*

### TO REGISTER or FOR FURTHER INFORMATION

Register On-line	<a href="http://www.HopkinsCME.edu">www.HopkinsCME.edu</a>
Register by Phone (credit card only)	(410) 502-9636
Register by Fax	(866) 510-7088
Confirmation/Certificates	(410) 502-9636
General Information	(410) 955-2959
E-mail the Office of CME	<a href="mailto:cmenet@jhmi.edu">cmenet@jhmi.edu</a>

For general information, the direct link for this CME activity web page is: <http://www.hopkinscme.edu/CourseDetail.aspx/80026148>

Visit the Department of Art as Applied to Medicine website at: <http://www.hopkinsmedicine.org/medart/>

# Celebrating 100<sup>1911</sup><sub>2011</sub> Years

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*Wednesday, July 20, 2011*

## MORNING

8:00 – 8:30	Registration <i>Continental Breakfast and Exhibit Viewing</i>	11:30 – 11:45	New Beginnings: When Good Enough Isn't... <i>Sue Seif, MA, CMI, FAMI</i>
8:30 – 8:45	Welcome	11:45 – 12:00	Bridging the Patient Education Communication Gap with Evolving Multilingual Superpowers! <i>David Cheney, MA, CMI</i>
8:45 – 9:15	<b>New Beginnings</b> <i>Gary Lees, MS, CMI, FAMI</i>	12:00 – 12:15	A Career of Change: Illustration, Animation, Ideation <i>Donna DeSmet, MA</i>
9:15 – 9:30	From Medical Illustration to Data Visualization* <i>Bang Wong, MS, MA</i>	12:15 – 12:30	The Increasing Bandwidth for Biomedical Communication <i>Michael Linkinbaker, MA, CMI</i>
9:30 – 9:45	Changing Faces: Medical Illustrator to Clinical Anaplastologist* <i>Juan Garcia, MA, CCA, CMI</i>	12:30 – 12:45	The Use of Simulators in Medical Education: A Medical Illustrator's Perspective* <i>Emily Shaw, MA, CMI, EMT-B</i>
9:45 – 10:00	Bringing Medical Animation to the World: Developing International Mobile Phone Applications* <i>Bruce Blausen, MA</i>	12:45 – 1:45	<b>Lunch and Exhibit Viewing</b>
10:00 – 10:15	Advances in Subcellular Modeling and Visualization* <i>Graham Johnson, PhD, MA</i>	<b>AFTERNOON</b>	
10:15 – 10:30	Medical Illustration as a Student, an Illustrator, and Director of an MFA Program <i>Gerald Hodge, BEA, Certificate~Medical Art</i>	1:45 – 2:00	<b>Great Collaborations</b> <i>Anne Altemus, MA, FAMI</i>
10:30 – 10:45	<b>Refreshment Break</b>	2:00 – 2:15	Electron Tomography: Visualizing Biology at Molecular Resolution* <i>Donny Bliss, MA</i>
10:45 – 11:15	<b>Changing with the Times</b> <i>Corinne Sandone, MA, CMI</i>	2:15 – 2:30	Collaborating with the Best: Never a Dull Moment! <i>Zina Deretsky, MA, CMI</i>
11:15 – 11:30	Insight and Impression: Observations in Communicating Science <i>Cassio Lynn, MA, CMI</i>	2:30 – 2:45	A Journey from Medical Art to Estuarine Research <i>Alice Lippson, Certificate~Medical Art</i>

*This schedule is subject to change.*

DEPARTMENT OF  
**ART** as applied  
to medicine

2:45 – 3:00      Houston in My Rearview Mirror:  
A Look Back  
*Herb Smith, MA*

3:00 – 3:15      *Refreshment Break*

3:15 – 3:30      Developmental Snapshots:  
Illuminating Embryology with  
Clinical Imaging\*  
*Lydia Gregg, MA, CMI*

3:30 – 3:45      Making Maps, Taking Journeys:  
Collaborations in Public Health  
*Jennifer Fairman, MA, CMI, FAMI*

3:45 – 4:00      Art & Science: The Balance  
*John Cody, MD,*  
*Certificate~Medical Art*

4:00              Adjourn  
Please complete and return the  
Evaluation and Credit Report Forms.

**EVENING**

6:15 – 7:00      *Cocktails*

7:00 – 7:50      Brödel's Maryland  
*Ric Cottom*  
Musical selections from the  
“Saturday Night Club”  
Concert Artists of Baltimore  
*Eduard Polocbick, Artistic Director*

8:00              *Dinner*  
The Great Eighth  
*John Cameron, MD*  
Closing Remarks  
*Gary Lees, MS, CMI, FAMI*

*Invited Speakers*

Anne Altemus, MA, FAMI '90  
Senior Visual Information Specialist  
National Library of Medicine, NIH  
Bethesda, Maryland  
Assistant Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Bruce Blausen, MA '87  
President and CEO  
Blausen Media  
Houston, Texas

Donny Bliss, MA '92  
Medical Animator  
National Library of Medicine, NIH  
Bethesda, Maryland  
Assistant Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

John Cameron, MD '62  
The Alfred Blalock Distinguished Service Professor of Surgery  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

David Cheney, MA, CMI '07  
Medical Illustrator  
Mayo Clinic  
Rochester, Minnesota

John Cody, MD, Certificate~Medical Art '50  
Illustrator and Author  
Hays, Kansas

Ric Cottom  
Former Editor and Publisher, Maryland Historical Society  
President, Chesapeake Book Company  
Baltimore, Maryland

Zina Deretsky, MA, CMI '01  
Science and Technology Illustrator  
Office of Legislative and Public Affairs  
National Science Foundation  
Oakland, California

Donna DeSmet, MA '95  
SVP/Creative Director  
Hurd Studios  
New York, New York

Jennifer Fairman, MA, CMI, FAMI '99  
Assistant Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

\* This lecture has been approved for *AMA PRA Category 1 Credit*™.

Juan García, MA, CCA, CMI '95  
Assistant Professor  
Director, The Facial Prosthetics Clinic  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Lydia Gregg, MA, CMI '07  
Research Associate and Medical Illustrator  
Division of Interventional Neuroradiology  
Department of Radiology and Radiological Science  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Gerald Hodge, BFA, Certificate~Medical Art '49  
Director Emeritus  
Graduate Program in Medical and Biological Illustration  
University of Michigan  
Ann Arbor, Michigan

Graham Johnson, PhD, MA '97  
NSF Postdoctoral Fellow  
Scripps Research Institute  
La Jolla, California

Gary Lees, MS, CMI, FAMI '69 *Univ. of Mich.*  
Associate Professor  
Chair and Director, Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Michael Linkinhoker, MA, CMI '97  
Co-founder and Principal, Link Studios  
Assistant Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Alice Lippson, Certificate~Medical Art '54  
Illustrator and Author  
St. Michaels, Maryland

Cassio Lynn, MA, CMI '00  
Senior Medical Illustrator, JAMA  
Adjunct Clinical Assistant Professor, Biomedical Visualization  
University of Illinois  
Chicago, Illinois

Corinne Sandone, MA, CMI '86  
Associate Professor  
Department of Art as Applied to Medicine  
Johns Hopkins University School of Medicine  
Baltimore, Maryland

Sue Seif, MA, CMI, FAMI '77  
President  
Seif & Associates, Inc.  
Richmond, Virginia

Emily Shaw, MA, CMI, EMT-B '03  
Senior Simulation Technologist  
SiTEL Clinical Simulation Centers  
MedStar Health  
Baltimore, Maryland

Herb Smith, MA '61  
Past Director, Medical Illustration and Audiovisual Education  
Baylor College of Medicine  
Wimberly, Texas

Bang Wong, MS, MA '01  
Creative Director  
Broad Institute of MIT and Harvard University  
Cambridge, Massachusetts

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## *Celebrating 100 Years*

TEACHING EXCELLENCE *in* MEDICAL ILLUSTRATION

### **ACTIVITY DIRECTOR**

Ralph Hruban, MD  
Professor of Pathology and Oncology

### **PLANNING COMMITTEE**

#### **Department of Art as Applied to Medicine**

Gary Lees, MS, CMI, FAMI  
Chair and Director, Associate Professor

Joseph Dieter, Jr.  
Art Director

Jennifer Fairman, MA, CMI, FAMI  
Assistant Professor

Carol Pfeffer  
Administrative Program Coordinator

Timothy Phelps, MS, FAMI  
Associate Professor

Corinne Sandone, MA, CMI  
Associate Professor

David Rini, MFA, CMI, FAMI  
Associate Professor

### **FINANCIAL SUPPORT**

Dr. Ralph Hruban

Johns Hopkins School of Medicine:  
Dean Edward Miller

Johns Hopkins Medical & Surgical Association  
Johns Hopkins Bloomberg School of Public Health:  
Dean Michael Klag

Johns Hopkins Department of Cardiac Surgery  
Johns Hopkins Department of Orthopedics  
Dr. Edward McFarland  
Vesalius Trust



